

APPROVED  
BY  
DRAFTSMAN

O.G. FIG.	CLASS	SUBCLASS
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BLOM ET AL (703) 413-3000  
OCKET#:  
7791-0071-25X CONT  
SHEET 1 OF 6

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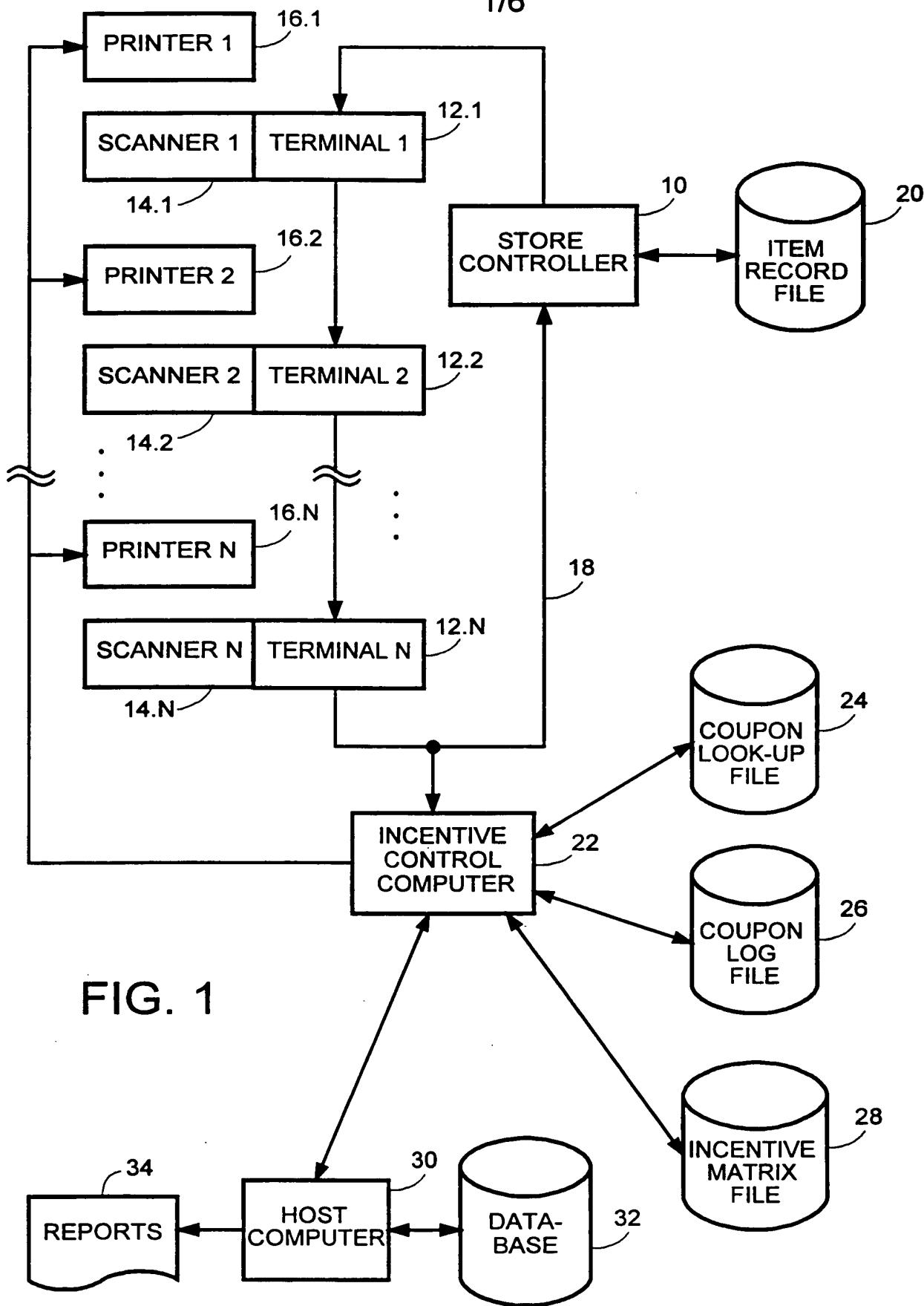


FIG. 1

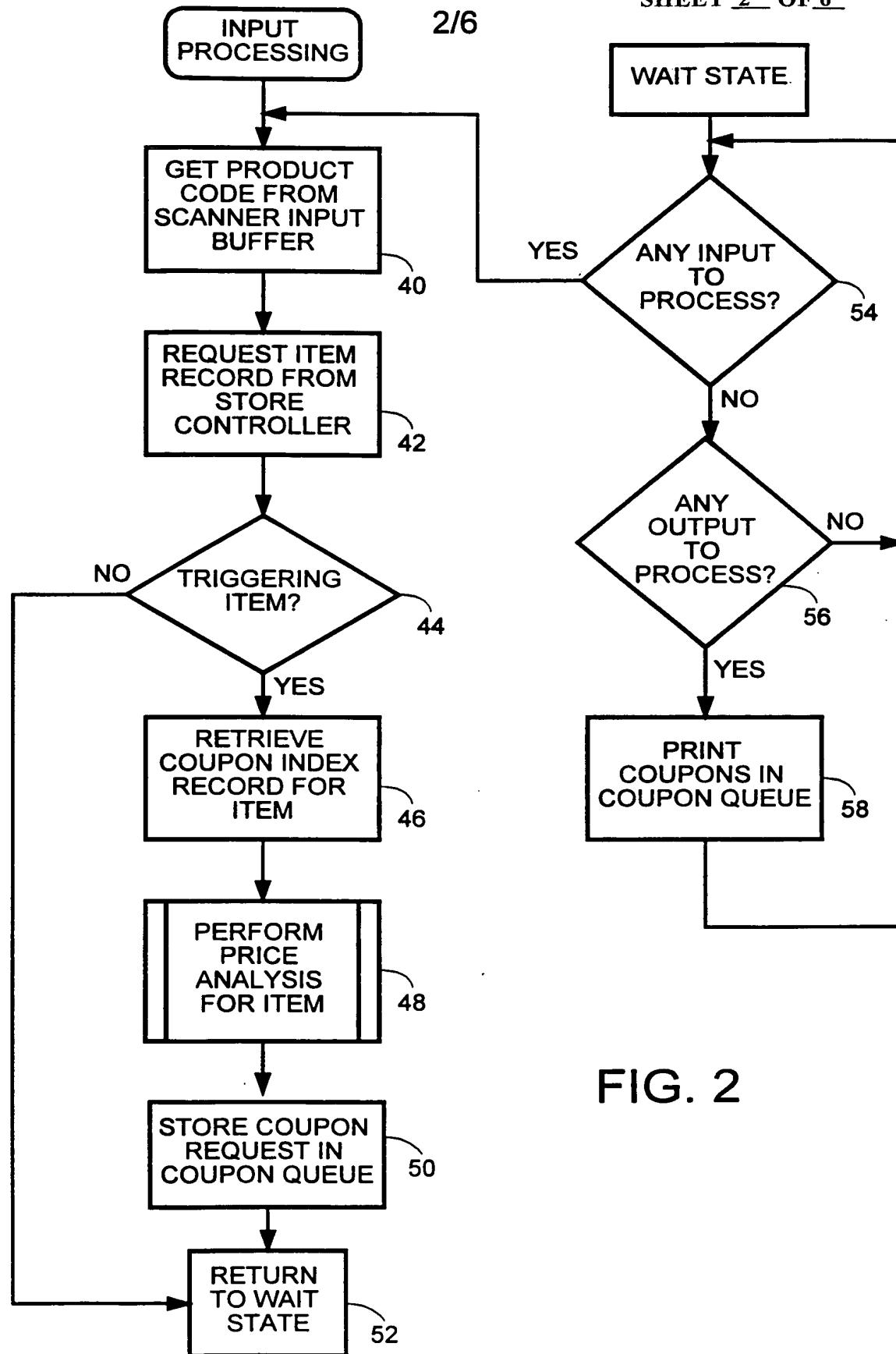


FIG. 2

APPROVED	C.G. FIG.
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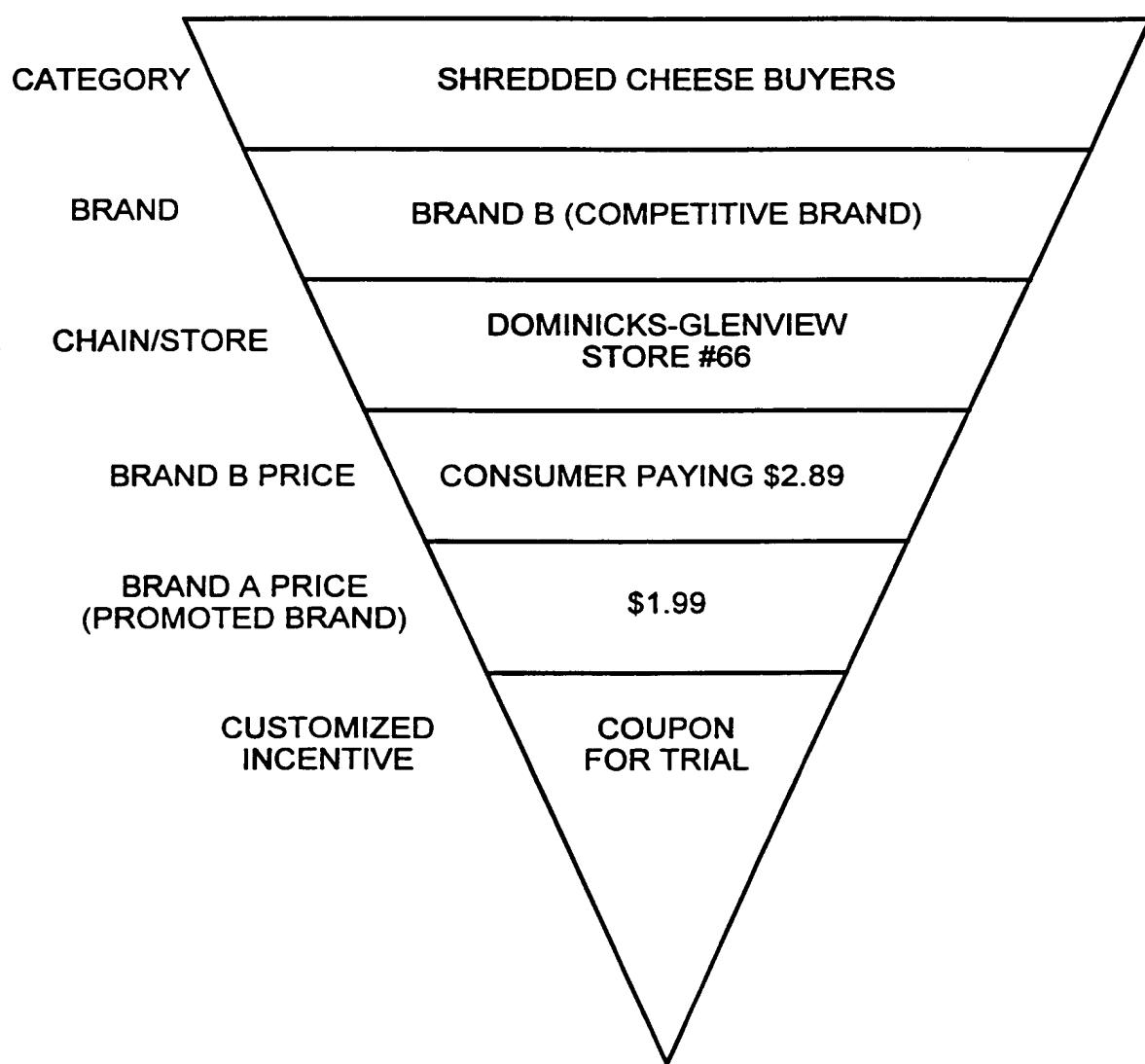
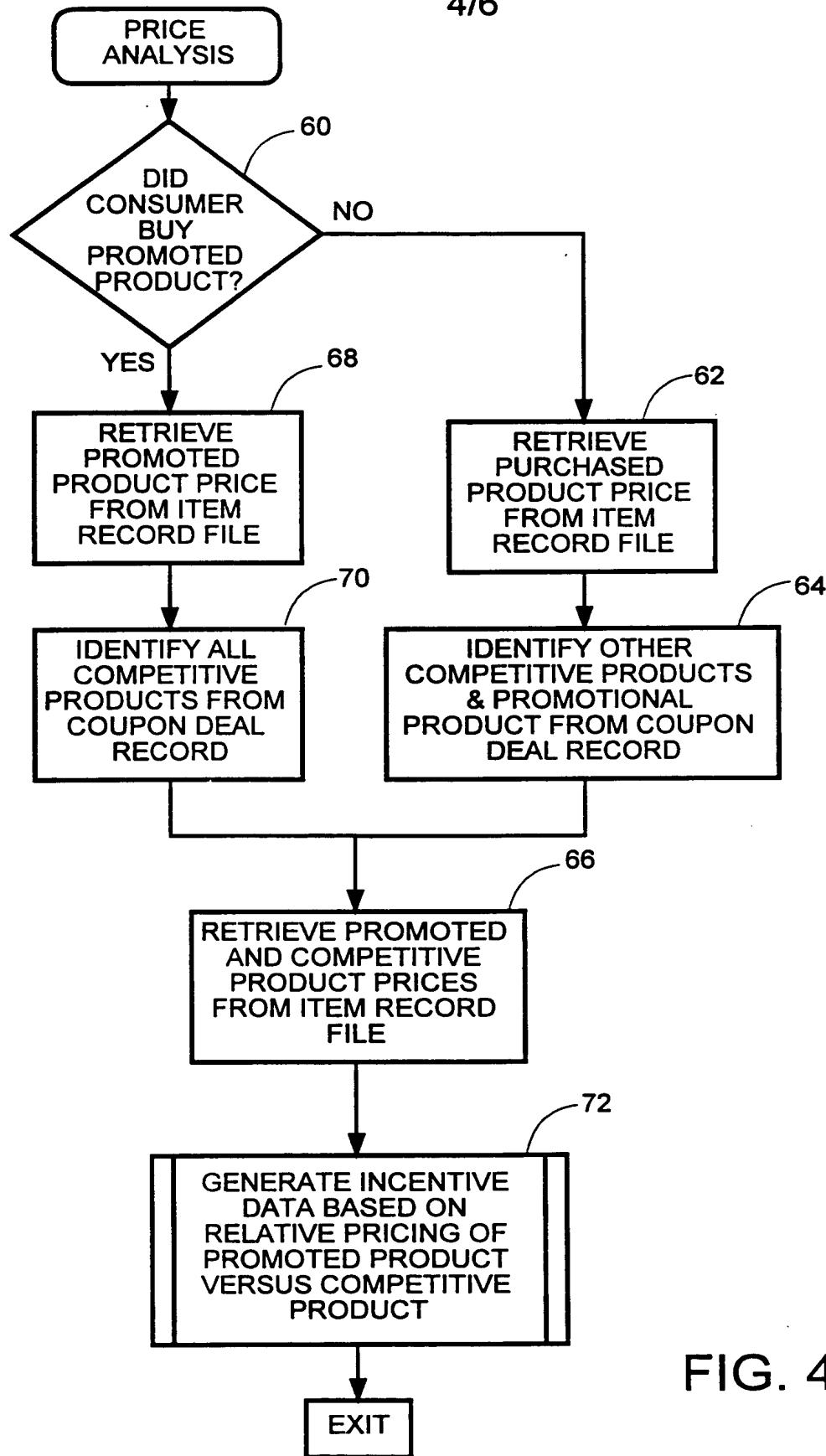


FIG. 3

APPROVED BY DRAFTSMAN O.G. FIG.  
CLASS SUBCLASS

OBLON ET AL (703) 413-3000  
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FIG. 4

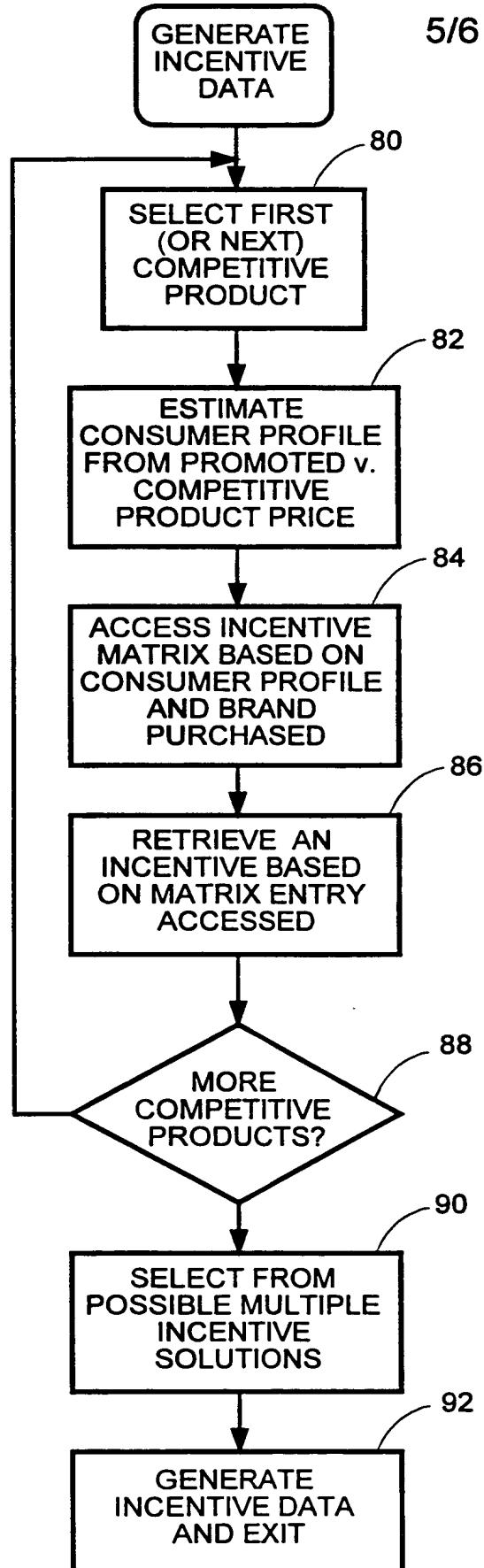


FIG. 5

APPROVED BY DRAFTSMAN	Q.G. FIG.	
	CLASS	SUBCLASS

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<u>CONSUMER PROFILE CATEGORY</u>	<u>BRAND A (PROMOTED BRAND PURCHASED)</u>	<u>BRAND B (COMPETING BRAND PURCHASED)</u>
	BRAND A \$1.79 BRAND B \$2.29  INFERRED CONSUMER PROFILE: BRAND A CONSIDERED SET  STRATEGY: INCREASE FAIR SHARE	BRAND A \$2.29 BRAND B \$1.79  INFERRED CONSUMER PROFILE: BRAND B CONSIDERED SET  STRATEGY: INCREASE FAIR SHARE
PREFERENCE	BRAND A \$2.29 BRAND B \$2.29  INFERRED CONSUMER PROFILE: BRAND A PREFERENCE  STRATEGY: EXPAND CONSUMPTION	BRAND A \$2.29 BRAND B \$2.29  INFERRED CONSUMER PROFILE: BRAND B PREFERENCE  STRATEGY: INDUCE TRIAL
	BRAND A \$2.29 BRAND B \$1.79  INFERRED CONSUMER PROFILE: BRAND A LOYAL  STRATEGY: INSULATE POSITION	BRAND A \$1.79 BRAND B \$2.29  INFERRED CONSUMER PROFILE: BRAND B LOYAL  STRATEGY: INDUCE TRIAL/CONVN.

FIG. 6